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**Title:**

Speech opening Associated Co-operative Wholesalers Ltd., Adelaide

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2671 99  
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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING ASSOCIATED CO-OPERATIVE  
WHOLESALE LTD. ADELAIDE. 11 November, 1974.

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Mr. Weeks, Mr. Eagleton, Ladies and gentlemen :

Thank you very much for asking me here tonight.

The history of co-ops in this State hasn't always been a happy one - which makes Associated's spectacular record of success all the more remarkable.

The figures speak for themselves - more than 650 employees here and in the Northern Territory, some 2,700 shareholders representing the full range of food outlets from major supermarkets to the smallest family concerns. And, of course, the occasion for tonight's celebration - gross sales in the last year of more than \$100 million dollars.

Tonight is, indeed, a celebration and I'm sure no-one wants to listen to a long speech.

But I think an achievement of this order demands recognition.

It's due in part, of course, to Associated's dynamic, and I use the word advisedly, management team.

And, as a Labor Premier, I'm especially glad to see that the co-operative's proven record of high cost-consciousness and high efficiency has been secured in concert with sound industrial relations rather than, as undoubtedly happens elsewhere, at the expense of them.

The other thing that impresses me about this operation is the range of options built into its pricing policy to serve that final arbiter of success - the budget-wise housewife.

This enables shoppers - using whether they realise it or not - part of the Associated chain to select from the kind of low-margin, high-turnover cash on the knocker shopping characterised by major supermarkets. Alternatively, shoppers can opt for the relatively more expensive small neighbourhood shop which stresses convenience and personal contact.

There has undoubtedly been a revolution in retailing in recent years - with South Australia leading the way in competitive marketing - with a mushrooming of suburban shopping centres.

But that doesn't eliminate the need for the corner shop and the specialist facilities it offers.

Associated Co-operative Wholesalers in providing the financial underpinning for this and, indeed, in stimulating it with a whole range of services to the small shopkeeper as well as in its own supermarket operation through the Foodland, Four Square, Serv-Wel and Saveway groups is truly serving the needs of South Australians.

So - congratulations - on what has been achieved so far. I'm sure that both the Co-operative itself and the range of small entrepreneurs it serves can look to even greater success in the future.

Thank You.

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